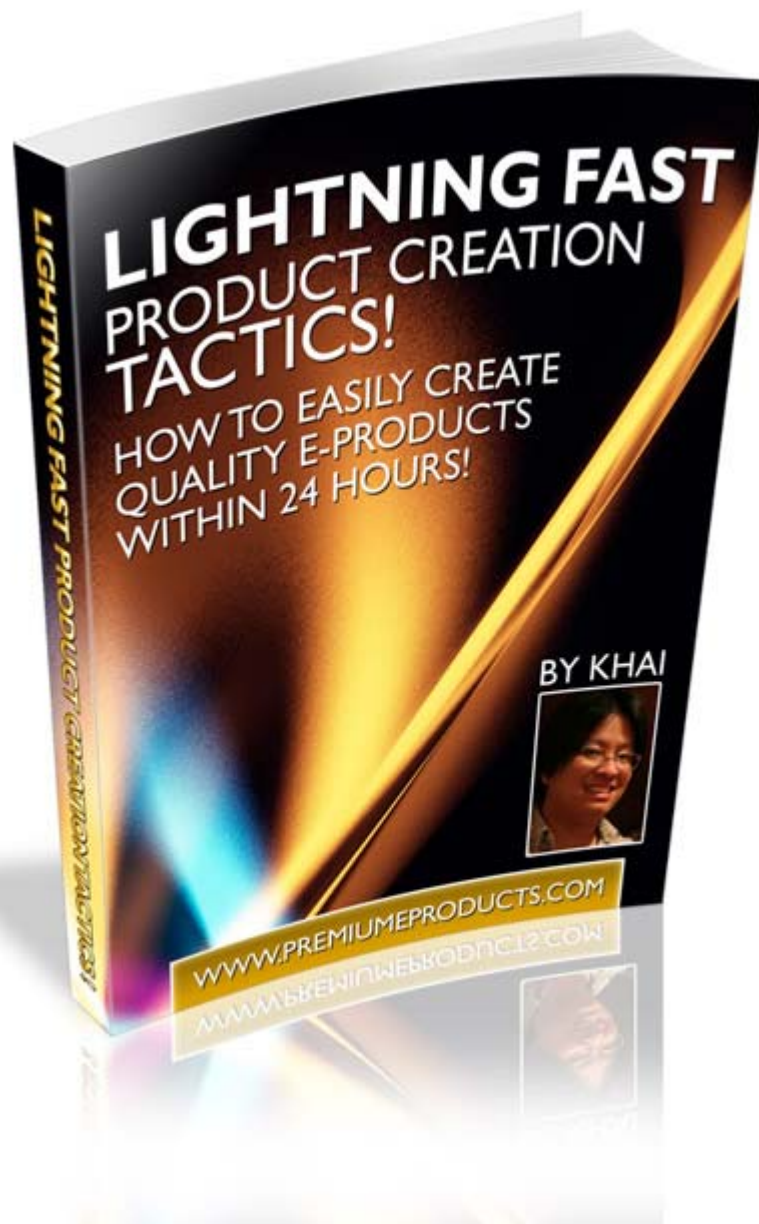




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[YES] Can be given away to your subscribers and contacts.

[YES] Can be added to Paid Membership Sites.

[YES] Can be packaged as a Bonus Product.

[YES] Can be bundled into a Paid Package.

[YES] Can be sold on Auction Sites.

[YES] Can be sold in Dime Sales.

[YES] Can be sold without Resell Rights.

[YES] Can be sold or given away with Resell Rights.

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About The Author



Khai is a product creation expert specializing in writing, blogging, copywriting and niche marketing.

He is well known in the Internet marketing niche for writing and creating products at a *blazing* fast speed – having worked with high profile marketers such as James Brown, Edmund Loh, Sen Ze, Aurelius Tjin, Jaz Lai, Gobala Krishnan and many others.

In the span of one and a half years, **he has written over 100 E-books** and he currently owns a **virtual real estate of over 100 blogs in various niche markets.**

Introduction

Welcome to Lightning Fast Product Creation Tactics!

In this E-book you will learn how to easily and quickly create your very own E-book or E-product within 24 hours.

Here's what I'm going to do for you. I'm going to outline a very simple blueprint that will teach you how you can easily and quickly have your very own E-product done for you and ready to sell in **LESS THAN 24 hours**. These strategies even work if you do not have a flair for writing and you have little skills in copywriting!

In fact, you will even have testimonials ready for your sales letter and your E-product will be good and ready to go – the whole shebang using a very simple method.

We will cover the following topics:

- The concept behind lightning fast product creation techniques
- What are the simple tools you will need to create your own E-product
- With a simple topic, you will also learn how to easily and quickly do market research for your product
- How to get other people to easily create content for you – some of them are even willing to do it for FREE!
- How to write a simple but convincing sales letter even if you can't really write or you don't have the budget to hire a copywriter
- How to get everything all together and sell your product

Bear in mind, these techniques will also require the usage of some private label materials (PLR) but does not involve massive copy-and-pasting of private label

content. In other words you are only using the materials as simple tools but you will be able to get an 95% ORIGINAL product of your very own.

It's so simple, even a newbie in Internet marketing can execute these steps flawlessly. Best of all, you can create these products with no money down or almost free!

So without further ado, let's get started right now!

Khai

The Concept



Creating products is as easy as you want it to be and as difficult as you want it to be. Your product can be created quickly if you follow the right techniques and it shouldn't be a problem churning out a product within a single day.

However, you have to be realistic because there is no way you can create a beautiful product that contains 60 pages with cutting edge graphics and a 30 page sales letter – it obviously takes more time to create a bigger product and even if you can pull it off, it would be feasible (quality wise).

We are talking about simple E-books or Audio products.

E-books around 20-30 pages are sellable and profitable while 30-45 minute audio products can also be created and sold easily.

Once you have created your E-product, you will need to create an E-cover for it as well.

Once you have your E-cover, the next step is to write a simple sales letter and use your E-cover and some testimonials to create one easily.

I've outlined a very simple blueprint regarding the strategy I use to get others to product content quickly – the timeline will not exceed 24 hours and it can be done really quickly (under 12 hours) if you do it really fast!

Timeline:

1st Hour – Market Research

2nd Hour – More Market Research

3rd Hour – Gathering Content For Content Creation

4th Hour – Getting Others To Create Your Content (Wait For A Few Hours)

5th Hour – Create Your E-Cover

6th Hour – Write Your Simple Sales Letter

7th Hour – Gather Feedback (Testimonials) For Your Product

8th Hour – Put In The Testimonials For Your Simple Sales Letter

9th Hour – Compile All Your Content

10th Hour – Complete!

I will elaborate more about this as you read on.

Tools That You Will Need

You will need the following tools to get your product out quickly:

If you are creating an E-book...

- Microsoft Word for your E-book
- Word to PDF converter for your E-book (adobe acrobat)

If you are creating an audio product...

- A digital recording device to record your audio product and convert it into a file

Other optional product creation tools:

- A camcorder or a web cam to create YouTube videos

And you will need a few products with Private Label Rights (PLR) as simple layouts for your product creation needs.

Basically, with PLR products, you will still be able to create your own unique products at least 95%-99% unique with minimal time and effort.

Getting Content Ideas And Gauging Market Demand

You probably already have an idea of what kind of E-product you want to create, but you will still need to position your product in a certain angle so that it is easily marketable and it fulfills the needs of willing (or even desperate) buyers.

These are the methods on how you can pull it off:

Hit The Forums

Forums are your best sources to understand your potential customers' needs. One thing good about forums is that they are quite responsive and the people who share their content are genuinely interested in expressing their opinions.

The easiest way to find out about good forum topics is to Google the search term “<your niche> forum”.

For example, if you are looking for a dog training forum, simply Google “dog training forum”! It's that simple,

You will need to make use of forums as well in the later parts, so make sure you apply these strategies right away!

Check Out Clickbank And Pay Dot Com

[Clickbank](#) and [Pay Dot Com](#) are some of the biggest market places that will give you lots of ideas for creating products. Especially products that are selling very well on those sites (high gravity products).

As long as you have enough information on what people are looking for, you can design your own product easily with those ideas.

Use Wordtracker Or The Google Search Tool

Even if you have a very good product idea, you need to check out your market as well as the competition. The search engines are some of the best places to know where to get your content ideas.

Go to <http://www.wordtracker.com> and <https://adwords.google.com/select/KeywordToolExternal> to get your information.

Once you are done, search for sites using those keywords and check out your competition as well get your ideas from those sites.

Go On Technorati And Search High Traffic Blogs

Blogs are good sources for product ideas and you can easily find out what people are looking for. Like forums, the content posted are inherently personal which is the key to getting good ideas and understanding the market.

Go to [Technorati](#) and search for the most popular blogs.

ASK Your Subscribers

Another effective method – just send out an E-mail broad cast and ASK them what they want. You can even set up an interesting survey form and get them to fill them in to get their ideas and know their needs.

Getting Others To Create Your Content



Getting Others To Write Your E-Book For You

Not everyone is good at writing. Even if they can write, it doesn't mean that they will enjoy writing an E-book.

So how can you get a product out without paying a ghostwriter?

Just go back to the forums and ASK people there to contribute content.

Create a thread and ask a question like this:

"I'm creating an E-book about Internet marketing. The E-book is about 30 ways to improve your Internet marketing business. I need the input of 30 people (about 50-100 words each) and you will be credited in the book and I will also link your website in the book."

Post your thread, and wait a few hours to get people to contribute their content. When you post a thread to a high traffic forum, you should be able to get your answers very quickly.

You can do the same on your blog as well and get people to contribute their content in the comments.

Another way you can quickly beef up your book in case not many people contribute is to grab 400-800 word articles from article directories like [E-zine articles](#) for content that is free for republishing.

Do NOT forget to leave the author bio box intact.

Getting Others To Create An Audio Product

A very good way to create your audio product very easily is to look for a an expert and ask his advice.

Tell the expert (let's say, he is an Internet marketing expert) that you want to **CREATE A PRODUCT** about them and feature them, talk about them, promote their products, etc (remember, what's in it for him or her...)

Ask them to share their experiences (if location wise isn't a problem, you can interview them face to face or you can use Skype to get them to talk over long distances) about themselves and their products.

You can also employ this method for an E-book as well because they can write stuff for you and you can publish them easily.

Getting Free Pictures For Your Products

Here are two sites you can visit to get excellent free images.

<http://www.sxc.hu/>

Stock Exchange (or Stock XCHNG) is a popular site where you can get royalty free photos by entering keywords into their search engine. You can buy premium photos as well for as low as \$1 each.

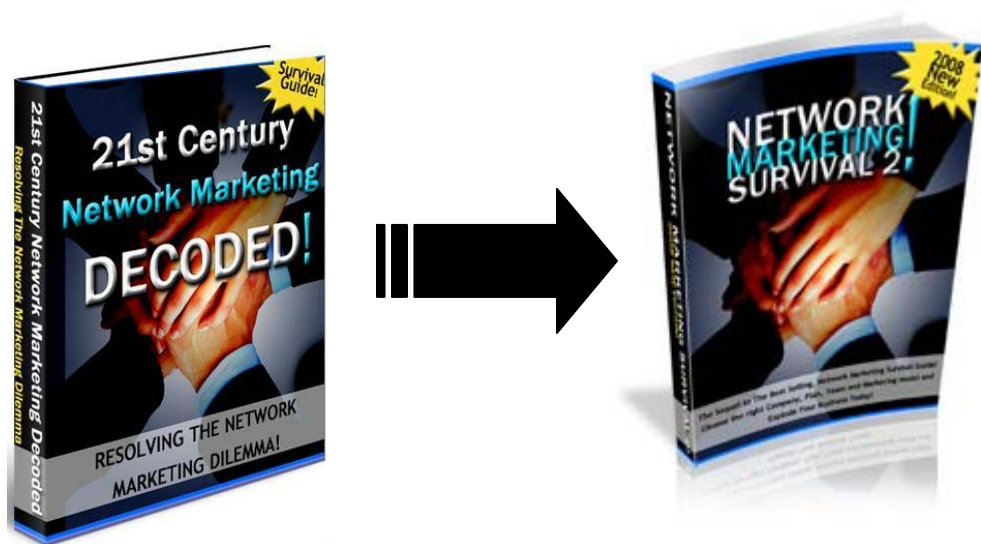
<http://www.openclipart.org/>

Clip art is an essential form of computer generated graphics – in other words, they are not graphics taken using cameras.

Creating An E-Cover Quickly

Using Private Label E-covers

Getting Private Label Rights for excellent E-covers will help you to easily create your very own E-covers without hiring a graphics designer (if you have been following the steps above, you can create your E-cover while waiting for people in the forum to contribute content).



Private Label E-covers usually come with a PSD (Adobe Photoshop) file that you can edit. All you need to do is edit the words to suit your own. It is the fastest way to get your own E-cover.

Another way to enhance your graphics is to use an [E-cover action script](#).

You can easily convert your graphics from this:



To this!



Basically, the picture at the bottom will give a better conversion rates. After all, people DO judge a book by its cover.

Writing A Simple Sales Letter

When You Can't Afford A Copywriter

Not everyone can afford the services of a copywriter, especially when they are just starting out.

Becoming a good copywriter might probably take many months or even years of diligent practice in order to get the best conversion results. Plus, you have to be familiar with the English language as well as the language your target market speaks (local jargon, slang, hot-button keywords, etc)

There is a very simple way to get a professional looking sales letter done, and you can do it quite easily.

Here's what you will need:

- Swipe files for your headline (or a good headline to swipe)
- The E-cover
- Some good testimonials
- A few good descriptions about the product
- A compelling order button

- Find a good sales letter and **swipe** their headline. I'm not asking you to **COPY** the whole thing, just take the few key components and **modify** to suit your own. (For example, "Discover How You Or Anyone Can <learn about your E-book topic>" or "They laughed when I told them that I could <do something related to your E-book topic>, but when I..."")
- Remember the E-cover you have just created? Just place it on the left or the right.
- Once that is done, you can use a few bullet points from your **TABLE OF CONTENTS** and easily list down a few **benefits** to sell the value of your product (very straight forward).
- Get a testimonial and place it on the other side of your sales letter to convince people to buy it.
- Use a good order button for your graphics and you can also place the price tag there. This is crucial because nowadays, the trend is going 'Web 2.0'. You can get a truckload of good graphics [here](#).
- Enhance your copy over and over again to make sure it looks polished.

Getting Testimonials For Your Product

There are a number of ways you can get a testimonial for your product.

Here are the easiest ways:

- Once your E-book is done, ask those people who have contributed content to review the book (especially the part they have written – they will keep an eye out for that). They are likely to give you a testimonial.
- If you have approached an expert to contribute content about the product you created about them, it is even easier to ask them for a testimonial. After all, who on earth would decline a request to say nice things about themselves?
- Approach newsletter publishers or other Internet marketers to review your product as well. Ask them for their **FEEDBACK** instead of a testimonial. They may or may not respond to your request, but getting feedback gives them less pressure to endorse your work. If they give good feedback, you can ask them to let you publish their words.
- Send out an E-mail broadcast to all your subscribers. You do not need to give them the product, but instead, you can ask them to give you a testimonial about **YOU** or about the other things you are doing that they have an interest in.

Refining Your Step-By-Step Blueprint



Let's take a closer look at the blueprint again to review our plan and our execution strategy.

1st Hour – Market Research

2nd Hour – More Market Research

3rd Hour – Gathering Content For Content Creation

4th Hour – Getting Others To Create Your Content (Wait For A Few Hours)

5th Hour – Create Your E-Cover

6th Hour – Write Your Simple Sales Letter

7th Hour – Gather Feedback (Testimonials) For Your Product

8th Hour – Put In The Testimonials For Your Simple Sales Letter

9th Hour – Compile All Your Content

10th Hour – Complete!

Have you done thorough market research? If you don't do market research, you will be wasting a lot of time if your product doesn't work out or you could be likely to forgo even more lucrative profits. Once your research is thorough, you will be accomplishing more with the same effort.

Remember to ask nicely when you are looking for contributors. Some forum moderators or contributors are nice people while others are not. Make sure you abide by the forum rules and regulations.

Also, make sure you check if a thread has already been posted. It would look really bad to post up a repeated thread and get scolded by the moderators for repeating it.

Once you have created your E-cover (while waiting for your content), you can immediately start writing your sales letter.

While I may not guarantee tremendous results, consider it an extremely time saving way to come out with your own simple sales letter. Maybe you can expand on the points here and there. The most important thing is to keep on refining your skills after that.

Place your testimonials in the sales letter after you have gathered them.

Convert your book into a PDF file (if you are writing an E-book) and zip all your files up on your server and you are good to go!

Brand new product in 24 hours, ready to sell!

Conclusion And Summary

The key to getting these strategies to work is to focus on leveraging on others.

You do not need to resort to cutting and pasting entire content from PLR books and E-covers into your own product. While PLR is quite useful, I do not advise you to copy everything outright. Always make modifications here and there and add your own twist to the product. You are, after all, branding yourself as well.

Don't give up on the first try if things don't work out...

After all, you have only 'wasted' 24 hours. It is better than wasting an entire month or a season in bigger projects.

I wish you all the best in your endeavors.

To your success!



Khai